

team marketing research

NHL is the first league to surpass the \$40 mark; as average ticket hits \$40.64

For the first time, a major sports league has passed the \$40 average ticket price.

The league's average ticket price for the 1997 season is \$40.64, a 6.0% increase from last year. The Pittsburgh Penguins have the NHL's highest average ticket price at \$53.87, up 15.9% from last season.

For the third consecutive season, the Edmonton Oilers have the league's lowest average ticket price at \$25.20 (\$34.47 Can.), an 8.9% increase. The Los Angeles Kings, whose average ticket price dropped 12.9% to \$35.30 had the greatest average ticket price decline. The Washington Capitals, who started play at the new MCI Center, posted the league's highest average ticket price increase to \$50.36, a 36.4% increase from when the team played in the USAir Arena.

With all the league's expansion into non-traditional hockey

regions, nine of the teams with the 10 highest average ticket prices have played in their markets for at least 15 years.

According to TMR's Fan Cost Index™, which estimates the cost for a family of four to attend a game, a family could spend an average of \$228.39 (up 3.5% from 1996) to attend an NHL game this year. The Oilers are the best bargain at \$150.40, up 5.7%, and the Boston Bruins have the highest FCI at \$295.25, a 5.7% increase.

TMR also calculates the Frugal Fan Index™, which estimates the cost for no-frills outing for a family of four. The FFI includes four of the cheapest available tickets, four small soft drinks, four hot dogs and parking. The league average FFI is \$91.63, up 3.7% from last year. With tickets as low as \$8.08 (\$11.25 Can.), the Calgary Flames have the lowest FFI for the second straight year at \$50.22 (\$70.00 Can.).

Team	Beer	Soft Drink	Hot Dog	Parking	Program	Cap	Average Ticket	Pct. Change	Fan Cost Index	Pct. Change	Frugal Fan Index
Pittsburgh Penguins	\$4.00c	\$2.00c	\$2.25	\$7.00	\$0.00	\$10.00	\$53.87	15.9%	\$267.47	9.9%	\$104.00
Boston Bruins	3.50b	2.25c	2.50	15.00	4.00	16.00	53.56	1.9%	295.25	5.7%	150.00
Philadelphia Flyers	4.00c	2.25c	2.25	8.00	4.00	10.00	52.75	7.6%	273.02	4.6%	114.00
New Jersey Devils	4.50b	2.50e	3.00	7.00	5.00	12.00	50.60	9.0%	274.39	5.5%	109.00
Washington Capitals	4.25c	2.00c	2.00	5.00	5.00	15.00	50.36	36.4%	272.95	23.7%	99.00
Colorado Avalanche	3.25b	1.75c	2.75	5.00	5.00	15.00	49.28	23.1%	266.62	15.1%	83.00
N.Y. Islanders	5.25f	2.25b	3.25	4.75	5.00	15.00	47.30	18.0%	266.45	18.0%	86.75
Toronto Maple Leafs¹	3.23a	1.79e	2.33	10.74	3.58	10.74	46.18	-2.3%	247.03	-0.6%	100.50
St. Louis Blues	3.50c	2.25c	2.00	8.00	3.00	10.00	45.20	-7.9%	238.81	-9.3%	85.00
Chicago Blackhawks	4.50c	3.00c	2.75	10.00	5.00	17.00	44.00	0.2%	262.00	2.5%	93.00
Detroit Red Wings	3.75c	1.50a	2.00	5.00	4.00	14.00	43.68	15.3%	237.22	4.5%	91.00
Anaheim Mighty Ducks	5.25d	2.25b	2.75	7.00	5.00	10.00	41.20	0.0%	232.28	-3.1%	87.00
League Average	3.86c	2.08c	2.45	7.88	3.90	12.16	40.64	6.0%	228.39	3.5%	91.63
Florida Panthers	3.75d	2.50g	3.00	10.00	4.00	10.00	39.41	13.7%	229.15	26.2%	80.00
N.Y. Rangers	4.25a	2.25c	3.25	20.00	6.00	20.00	38.54	11.5%	256.67	4.2%	132.00
Carolina Hurricanes²	3.50e	2.00b	2.50	5.00	4.00	9.00	38.20	-6.9%	208.78	-11.2%	103.00
Vancouver Canucks¹	3.41a	1.61a	2.15	10.77	1.43	10.77	36.01	-4.2%	201.07	-0.3%	101.13
Tampa Bay Lightning	4.75h	2.00c	2.00	6.00	4.00	10.00	35.90	21.3%	203.11	31.6%	92.00
Montreal Canadiens¹	3.05b	1.83e	1.76	10.78	2.65	8.23	35.46	-3.1%	194.83	-2.8%	69.70
Los Angeles Kings	4.00b	2.25c	2.25	8.00	4.00	20.00	35.30	-12.9%	223.20	-9.9%	86.00
Ottawa Senators¹	3.23a	1.97c	1.79	5.74	3.58	8.58	33.95	5.1%	184.53	-1.0%	63.86
San Jose Sharks	5.25h	3.00g	3.50	10.00	4.00	10.00	33.90	7.3%	210.10	7.6%	96.00
Phoenix Coyotes	4.00b	2.00b	2.50	6.00	5.00	15.00	33.34	6.4%	205.35	5.4%	62.00
Buffalo Sabres	3.50c	2.00c	2.25	5.00	5.00	10.00	31.46	3.5%	184.84	0.7%	94.00
Calgary Flames¹	2.69a	1.79h	1.79	3.58	3.58	8.58	29.04	8.3%	163.78	5.0%	50.22
Dallas Stars	3.25b	1.75b	3.25	6.00	3.00	10.00	28.74	0.0%	173.45	4.5%	82.00
Edmonton Oilers¹	2.69a	1.43c	1.79	3.58	2.51	10.77	25.50	8.9%	150.40	5.7%	68.18

Legend for drink sizes: a=12 oz.; b=14 oz.; c=16 oz.; d=18 oz.; e=20 oz.; f=21 oz.; g=22 oz.; h=24 oz.

Notes: ¹Canadian prices are converted to U.S. dollars at a rate of \$1 U.S. = \$1.39 Can. (Last season, the rate was \$1 U.S. = \$1.37 Can.). ²Carolina played as the Hartford Whalers last season. Average Ticket price represents a weighted average of day-of-game ticket prices, which is determined by factoring the tickets at each price range as a percentage of the total number of seats at each stadium. Club seats and luxury suite seats are excluded from average ticket price calculations.

The Fan Cost Index comprises the prices of two small draft beers, four small sodas, four regular size hot dogs, parking for one car, two game programs and two of the least-expensive adult-size twill caps. Costs were determined by telephone interviews with representatives of the teams, venues and concessionaires. Identical questions were asked in all interviews.